Zones 30 & 31 Membership Initiative
2018-2021

Introduction

* Membership Plan Presentation
  Who? Rotary Coordinator (RC)
  & Membership Lead (ML)
  When? Summer Seminars
  * St. Louis - July
  * New Orleans - July

Training Event Preparation

* Create Membership team 16-20
* Engaged Rotarians
* Select venue and date
* Order lunch and beverages
* Provide laptop, projector and screen
  Who? DMC
  When? January - April

District Membership Facilitator Training

* Train using RI curriculum and new implementation plan for Membership Facilitation Teams
* Training done by RC, Membership Lead and the ARC of each district
* DMC receives template and sent to Club Presidents and Club Membership Chair
  Who? RC, ML and ARC of each district
  When? Completion date June 1, 2019
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Club Facilitation

DMC
* Presidents & Membership Chairs (CMC) receive info describing new Membership plan
* Assign 2 District Membership Facilitators (DMF) to each club
Who? DMC
When? Week after training

DMF (before meeting)
* Contact CMC
* Set a date for a 2 hour meeting
* Ask the CMC to have a 2-3 members of club form a Membership Committee
* Have CMC invite President and AG to meeting

DMF (after meeting)
* Present 12 attraction and engagement strategies
* Have group choose 3 from each area
develop an action plan for each of the 6 strategies chosen
* Assign each strategy to a person who will be the champion of that strategy
* Ask them to try the 6 strategies for the next 2 years
* Report to the DMC which strategies were chosen

Post Facilitation

DMF
* Choice of strategies recorded
* Copy given to DMC
Who? Membership Facilitation team
When? One week after event

DMC
* Keep track of which strategies are used by each club
* Keep track of the membership increase in each club and report to RC
Who? DMC
When? Quarterly

RC
* Keep track of which strategies are used by each District
* Keep track of the membership increase in each District
* Keep track of strategies used over entire Zone
* Keep track of increase in membership in entire Zone
Who? RC
When? At end of 2018 -2019

Monitoring

DMC
* Club Membership numbers will be monitored
Who? DMC
When? Quarterly

RC
* Membership numbers will be monitored to see if Action Plans are working
Who? RC